

Claims

- [c1] 1. A method of profiling a user comprising:
accessing first data including a first identifier for the user, network
addresses accessed by the user, and temporal information related to the
user identifier and the network addresses;
accessing second data including at least some of the network addresses and
corresponding category information for each of the at least some of the
network addresses; and
generating a user profile based at least in part on the first identifier,
corresponding category information, and at least some of the temporal
information.
- [c2] 2. The method of claim 1, wherein generating the profile comprises:
creating a table that includes a first column for user identifiers including the
first identifier, a second column for the corresponding category information,
and a third column for the at least some of the temporal information;
comparing data for the user within the table to existing profiles including a
first profile; and
associating the user with a first profile.
- [c3] 3. The method of claim 1, further comprising matching the network
addresses that are common to the first and second data.
- [c4] 4. The method of claim 1, further comprising:
selecting a first marketing information regarding an item, wherein selecting
is based at least in part on the user profile; and
sending the first marketing information to the user.
- [c5] 5. The method of claim 4, wherein:
selecting is performed by a network access provider; and
the first marketing information includes a banner advertisement that is to be
displayed near a periphery of a view.
- [c6] 6. The method of claim 4, wherein:

5
10
15
20
25
30
35
40
45
50
55
60
65
70
75
80

at least one of the network addresses corresponds to a network site is owned or controlled by a company that sells the item; and the first marketing information comprises an offer to sell the item.

- [c7] 7. The method of claim 4, wherein:
selecting comprises selecting the first marketing information and a second marketing information; and
the method further comprises applying a filter, wherein:
the second marketing information is filtered out and the first marketing information passes; and
applying the filter is performed before sending.
- [c8] 8. The method of claim 1, further comprising selling the user profile.
- [c9] 9. The method of claim 1, wherein:
accessing the second data comprises accessing the corresponding category information from a third-party source; and
the corresponding category information includes meta tags for the network addresses.
- [c10] 10. A data processing system readable medium having code embodied therein, the code including instructions executable by a data processing system, wherein the instructions are configured to cause the data processing system to perform a method of profiling a user, the method comprising:
accessing first data including a first identifier for the user, network addresses accessed by the user, and temporal information related to the user identifier and the network addresses;
accessing second data including at least some of the network address and corresponding category information for each of the at least some of the network addresses; and
generating a user profile based at least in part on the first identifier, corresponding category information, and at least some of the temporal information.

- [c11] 11. The data processing system readable medium of claim 10, wherein generating the profile comprises:
creating a table that includes a first column for user identifiers including the first identifier, a second column for the corresponding category information, and a third column for the at least some of the temporal information;
comparing data for the user within the table to existing profiles including a first profile; and
associating the user with a first profile.
- [c12] 12. The data processing system readable medium of claim 10, wherein the method further comprises further comprising matching the network addresses that are common to the first and second data.
- [c13] 13. The data processing system readable medium of claim 10, wherein the method further comprises:
selecting a first marketing information regarding an item, wherein selecting is based at least in part on the user profile; and
sending the first marketing information to the user.
- [c14] 14. The data processing system readable medium of claim 13, wherein:
selecting is performed by a network access provider; and
the first marketing information includes a banner advertisement that is to be displayed near a periphery of a view.
- [c15] 15. The data processing system readable medium of claim 13, wherein:
at least one of the network addresses corresponds to a network site is owned or controlled by a company that sells the item; and
the first marketing information comprises an offer to sell the item.
- [c16] 16. The data processing system readable medium of claim 13, wherein:
selecting comprises selecting the first marketing information and a second marketing information; and
the method further comprises applying a filter, wherein:
the second marketing information is filtered out and the first marketing

information passes; and
applying the filter is performed before sending.

[c17] 17. The data processing system readable medium of claim 10, wherein the method further comprises selling the user profile.

[c18] 18. The data processing system readable medium of claim 10, wherein:
accessing the second data comprises accessing the corresponding category information from a third-party source; and
the corresponding category information includes meta tags for the network addresses.